

Degree: Communication, B.A.: Strategic Communication Concentration 24-25				
Requirement Area	Course	Course Title	Prerequisites	Units
<b>First Semester</b>				
E	GS 101A	Foundations of Success I		1
A1		Oral Communication		3
B4		Quantitative Reasoning		3
C1		Arts		3
D1/Code 1		Social Science/US Code		3
			<b>Total:</b>	13
<b>Second Semester</b>				
E	GS 101B	Foundations of Success II		1
A2		Written Communication		3
C2		Humanities		3
F		Ethnic Studies		3
LD Major	COMM 206	New Media in the Digital Age		4
or	COMM 202	COMM, Media & Culture		
			<b>Total:</b>	14
<b>Third Semester</b>				
E		Lifelong Learning and Self-Development		1
A3		Critical Thinking		3
Add'l C1 or C2*		Arts or Humanities		3
B2/B3		Life Science/Lab		3
Second Composition		Second Comp		3
Elective				3
			<b>Total:</b>	16
<b>Fourth Semester</b>				
D2/Code 2		Social Science/US Code		3
B1		Physical Science		3
Elective				3
LD Major	COMM 203	Communication Theories		4
LD Major	COMM 224	Argumentation and Advocacy		4
			<b>Total:</b>	17
<b>Fifth Semester</b>				
UD-B/Overlay		UD Science		3
UWR				3
LD Major	COMM 240	Visual Comm & Culture		4
UD Major	COMM 304	Quantitative Research Methods		4
			<b>Total:</b>	14
<b>Sixth Semester</b>				
UD-D/Overlay		UD Social Science		3
LD Major	COMM 256	Persuasion Theory & Practice		4
UD Major	COMM 305	Qualitative Research Methods		4
UD Major	COMM 433	Discourses of Difference		4
			<b>Total:</b>	15
<b>Seventh Semester</b>				
UD-C/Overlay		UD Arts or Humanities		3
Concentration	COMM 310	Intro Org Comm & Long Term Thinking		4
Concentration	COMM 321	Research in Persuasive Communication		4
Concentration	COMM 357	Principles of Advertising		4
			<b>Total:</b>	15
<b>Eighth Semester</b>				
Concentration	COMM 358	Principles of Public Relations		4
Concentration	COMM 387	Advertising Design & Production	COMM 357	4
Concentration	COMM 453	Strategic Communication Campaigns	COMM 357 and COMM 358	4
Concentration	COMM	Strategic Comm Elective		4
			<b>Total:</b>	16
<b>Total Units:</b>				120

CSUEB General Breadth and Graduation Requirement Checklist	
<b>Area A (9 units): Communication in the English Language &amp; Critical Thinking (Must earn passing grade of C-/CR or better)</b>	
<input type="checkbox"/>	A1. COMM 100 or 104, MLL 111
<input type="checkbox"/>	A2. ENGL 101, 102, or 104
<input type="checkbox"/>	A3. PHIL 100
<b>Area B (9 units) : Scientific Inquiry &amp; Quantitative Reasoning</b>	
<input type="checkbox"/>	B1. Physical Science
<input type="checkbox"/>	B2. Life Science
<input type="checkbox"/>	B3. Laboratory Activity
<input type="checkbox"/>	B4. Quantitative Reasoning (Must earn passing grade of C-/CR or better.)
<b>Area C (9 units): Arts &amp; Humanities - Minimum of two different disciplines as designated by course prefix (e.g., ART, THEA, MUS)</b>	
<input type="checkbox"/>	C1. Arts
<input type="checkbox"/>	C2. Humanities
<input type="checkbox"/>	*Additional Lower-division Area C Course in Arts (C1) or Humanities (C2)
<b>Area D (6 units) : Social Sciences - Minimum of two different disciplines as designated by course prefix (e.g., ANTH, ECON, POSC)</b>	
<input type="checkbox"/>	D1.
<input type="checkbox"/>	D2.
<b>Area E (3 units) : Lifelong Learning and Self-Development</b>	
<input type="checkbox"/>	E.
<b>Area F (3 units): Ethnic Studies</b>	
<input type="checkbox"/>	F.
<b>Second Composition : Requires completion of GE A2 with a C-/CR or better. Must be completed before attaining junior standing.</b>	
<input type="checkbox"/>	Second Composition
<b>University Writing Requirement</b>	
<input type="checkbox"/>	UWR
<b>U.S. Code (American Institutions Requirement) - Two courses (6 units) covering three U.S. Code Requirements of US-1 (U.S. History), US-2 (U.S. Constitution), and US-3 (California State &amp; Local Government).</b>	
<input type="checkbox"/>	Code 1.
<input type="checkbox"/>	Code 2.
<b>Upper Division GE Requirements (9 units): Should be taken after completion of A1, A2, A3, and B4 with a C- (CR)</b>	
<input type="checkbox"/>	UD-B. Upper-division Science Inquiry and Quantitative Reasoning
<input type="checkbox"/>	UD-C. Upper-division Arts OR Humanities
<input type="checkbox"/>	UD-D. Upper-division Social Sciences
<b>Overlay Requirements (9 units): Courses may be upper or lower division, and GE or major</b>	
<input type="checkbox"/>	Diversity (Div)
<input type="checkbox"/>	Social Justice (SJ)
<input type="checkbox"/>	Sustainability (S)
<b>Strategic Communication Concentration</b>	
The Strategic Communication concentration consists of 28 units as outlined as follows:	
Students must take all of the following courses for 24 units:	
COMM 310 - Introduction to Organizational Communication & Long Term Thinking Units: 4	
COMM 321 - Research in Persuasive Communication Units: 4	
COMM 357 - Principles of Advertising Units: 4	
COMM 358 - Principles of Public Relations Units: 4	
COMM 387 - Advertising Design and Production Units: 4	
COMM 453 - Strategic Communication Campaigns Units: 4	
Students must choose one (1) course from the following for 4 units:	
COMM 314 - Journalism Theory and Practice Units: 4	
COMM 326 - Social Media and Social Change Literacies Units: 4	
COMM 328 - Multimedia Reporting & Writing I Units: 4	
COMM 361 - Professional Speaking in Strategic Communication Units: 4	
COMM 362 - User Experience Research and Design Units: 4	
COMM 398 - Internship Units: 1-4	
COMM 410 - Organizing Cultures of Innovation and Empathy Units: 4	
COMM 420 - Organizational Transformation Units: 4	
COMM 471 - Strategic Communication and Difference Units: 4	

\*Students are required to take a minimum of 40 semester units as upper division (includes 9 units upper division GE)

Note: No changes to, or from, the credit/no credit pattern are permitted after the Grade Type Change period. There are no exceptions to this rule. Courses in a student's major department, regardless of course prefix, may not be taken "CR/NC," unless that is the only grading pattern in the course.

Updated: 4/1/2024